



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Waterfront Strategies
3050 K St NW #100
Washington, DC 20007

Contract # 13/0106
Schedule Dates 10/16/12-10/21/12
Advertiser House Majority Political Action Committee (57001)
Agency Waterfront Strategies (7591)
Product POLITICAL ISSUE (ns) (1187)
Brand HOUSE MAJ PAC 10/16 (474584)
Salesperson TeleRep/Dc, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name BASSETT, LAURA
Phone/Fax /
CPE 79/86/1810
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments HOUSE MAJ PAC 10/16
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 09/20/12
Last Modified 10/09/12
Entered By Nancy Brutus
CO-OP No
Headline # 06323728
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,408.75
Net Total \$36,316.25
Sales Tax

West Palm Beach (WPEC)

By Broadcast Month	Spots	Rate
Oct. 2012	51	\$42,725.00
Grand Total:	51	\$42,725.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/16/12-10/19/12	3	:30	10A-11A (EST)	2	X	X	X	X				2	\$340.00	\$680.00	West Palm Beach (WPEC)		9/20/12
2.0	Normal Line / SPOT (2)	10/16/12-10/19/12	3	:30	11:35P-12:35A (EST)	3	X	X	X	X				3	\$340.00	\$1,020.00	West Palm Beach (WPEC)		9/20/12
3.0	Normal Line / SPOT (3)	10/16/12-10/19/12	3	:30	11A-12P (EST)	2	X	X	X	X				2	\$625.00	\$1,250.00	West Palm Beach (WPEC)		9/20/12
4.0	Normal Line / SPOT (4)	10/16/12-10/19/12	3	:30	12:35A-1:35A (EST)	2	X	X	X	X				2	\$150.00	\$300.00	West Palm Beach (WPEC)		9/20/12
5.0	Normal Line / SPOT (5)	10/16/12-10/19/12	3	:30	12P-12:30P (EST)	3	X	X	X	X				3	\$525.00	\$1,575.00	West Palm Beach (WPEC)		9/20/12
6.0	Normal Line / SPOT (6)	10/16/12-10/19/12	3	:30	4P-5P (EST)	2	X	X	X	X				2	\$525.00	\$1,050.00	West Palm Beach (WPEC)		9/20/12
7.0	Normal Line / SPOT (7)	10/16/12-10/19/12	3	:30	5A-5:30A (EST)	3	X	X	X	X				3	\$300.00	\$900.00	West Palm Beach (WPEC)		9/20/12
8.0	Revised Line / SPOT (8)	10/16/12-10/19/12	3	:30	5P-5:30P (EST)	3	X	X	X	X				1	\$1,500.00	\$1,500.00	West Palm Beach (WPEC)		10/9/12
9.0	Normal Line / SPOT (9)	10/16/12-10/19/12	3	:30	5:30A-6A (EST)	3	X	X	X	X				3	\$525.00	\$1,575.00	West Palm Beach (WPEC)		9/20/12
10.0	Normal Line / SPOT (10)	10/16/12-10/19/12	3	:30	5:30P-6P (EST)	3	X	X	X	X				3	\$750.00	\$2,250.00	West Palm Beach (WPEC)		9/20/12
11.0	Revised Line / SPOT (11)	10/16/12-10/19/12	3	:30	6P-6:30P (EST)	3	X	X	X	X				1	\$900.00	\$900.00	West Palm Beach (WPEC)		9/20/12
11.1	Normal Line / SPOT (11)	10/16/12-10/19/12	3	:30	6P-6:30P (EST)	1	X	X	X	X				1	\$900.00	\$900.00	West Palm Beach (WPEC)		10/9/12
12.0	Normal Line / SPOT (12)	10/16/12-10/19/12	3	:30	6A-7A (EST)	3	X	X	X	X				3	\$525.00	\$1,575.00	West Palm Beach (WPEC)		9/20/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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13.0	Normal Line / SPOT (13)	10/16/12-10/19/12	3	:30	7P-7:30P (EST)	3		X	X	X	X			3	\$750.00	\$2,250.00	West Palm Beach (WPEC)		9/20/12
14.0	Normal Line / SPOT (14)	10/16/12-10/19/12	3	:30	7A-9A (EST)	3		X	X	X	X			3	\$340.00	\$1,020.00	West Palm Beach (WPEC)		9/20/12
15.0	Normal Line / SPOT (15)	10/16/12-10/19/12	2	:30	7:30P-8P (EST)	2		X	X	X	X			2	\$790.00	\$1,580.00	West Palm Beach (WPEC)		9/20/12
16.0	Revised Line / SPOT (16)	10/20/12-10/20/12	3	:30	6P-6:30P (EST)							1		1			West Palm Beach (WPEC)		9/20/12
17.0	Normal Line / SPOT (17)	10/20/12-10/20/12	3	:30	6A-7A (EST)							1		1	\$225.00	\$225.00	West Palm Beach (WPEC)		9/20/12
18.0	Revised Line / SPOT (18)	10/20/12-10/20/12	3	:30	7A-9A (EST)							1		1			West Palm Beach (WPEC)		9/20/12
18.1	Normal Line / SPOT (18)	10/20/12-10/20/12	3	:30	7A-9A (EST)							2		2	\$525.00	\$1,050.00	West Palm Beach (WPEC)		10/9/12
19.0	Revised Line / Football (19)	10/20/12-10/20/12	3	:30	3:30P-Sports-CBS SEC Football							1		1			West Palm Beach (WPEC)		9/20/12
19.1	Revised Line / Football (29)	10/20/12-10/20/12	3	:30	3:30P-Sports-CBS SEC Football							1		1			West Palm Beach (WPEC)		9/21/12
19.2	Normal Line / Football (29)	10/20/12-10/20/12	2	1:00	3:30P-Sports-CBS SEC Football							1		1	\$7,500.00	\$7,500.00	West Palm Beach (WPEC)		10/9/12
20.0	Revised Line / SPOT (20)	10/21/12-10/21/12	3	:30	10:30A-11:30A (EST)								1	1			West Palm Beach (WPEC)		9/20/12
20.1	Normal Line / SPOT (30)	10/21/12-10/21/12	3	:30	10:30A-11:30A (EST)								1	1	\$750.00	\$750.00	West Palm Beach (WPEC)		9/21/12

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21.0	Revised Line / SPOT (21)	10/21/12-10/21/12	3	:30	12A-1A (EST)								1	1			West Palm Beach (WPEC)		9/20/12
21.1	Revised Line / SPOT (31)	10/21/12-10/21/12	3	:30	12-05A-1:05A (EST)								1				West Palm Beach (WPEC)		9/21/12
21.2	Normal Line / SPOT (31)	10/21/12-10/21/12	3	:30	12-05A-1:05A (EST)								2	2	\$175.00	\$350.00	West Palm Beach (WPEC)		10/9/12
22.0	Revised Line / SPOT (22)	10/21/12-10/21/12	3	:30	6:30P-7P (EST)								1				West Palm Beach (WPEC)		9/20/12
23.0	Normal Line / SPOT (23)	10/21/12-10/21/12	3	:30	7A-8A (EST)								1	1	\$225.00	\$225.00	West Palm Beach (WPEC)		9/20/12
24.0	Revised Line / SPOT (24)	10/21/12-10/21/12	3	:30	8A-9A (EST)								2	2	\$300.00	\$600.00	West Palm Beach (WPEC)		10/9/12
24.1	Normal Line / SPOT (24)	10/21/12-10/21/12	3	:30	8A-9A (EST)								1				West Palm Beach (WPEC)		9/20/12
25.0	Normal Line / SPOT (25)	10/21/12-10/21/12	3	:30	9A-10:30A (EST)								1	1	\$1,350.00	\$1,350.00	West Palm Beach (WPEC)		9/20/12
27.0	Revised Line / SPOT (27)	10/16/12-10/21/12	3	:30	11P-11:35P (EST)								4				West Palm Beach (WPEC)		9/20/12
27.1	Normal Line / SPOT (27)	10/16/12-10/21/12	4	1:00	11P-11:35P (EST)								2	2	\$2,100.00	\$4,200.00	West Palm Beach (WPEC)		10/9/12
28.0	Revised Line / SPOT (28*)	10/16/12-10/16/12	4	:30	9P-CBS-Presidential Debate								1				West Palm Beach (WPEC)		9/20/12
28.1	Normal Line / SPOT (32)	10/16/12-10/16/12	4	:30	9P-CBS-Presidential Debate								1	1	\$5,250.00	\$5,250.00	West Palm Beach (WPEC)		9/21/12
29.0	Normal Line / SPOT (35)	10/16/12-10/19/12	4	1:00	6P-6:30P (EST)								1	1	\$1,800.00	\$1,800.00	West Palm Beach (WPEC)		10/9/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Laura Bassett
do hereby request station time concerning the following issue:

House Majority PAC

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<p style="font-size: 2em; margin: 0;">AS ORDERED</p> <p style="font-size: 1.2em; margin: 10px 0;">WDEC #1372144</p>					

Total Charges: \$ 42,725⁰⁰

This broadcast time will be used by: House Majority PAC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes

 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

House Majority PAC
1025 Thomas Jefferson St. NW
Washington, DC 20007

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately): Shannon Roche
Deputy Director

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

7/17/2012 Shannon Roche (202) 350-5787
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
Lillie K Roberts Lillie K Roberts Sales Director
Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.



RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: Use Majority Political Action Com PARTY: _____

OFFICE/DESCRIPTION: Issue ELECTION DATE: 11/6/12

INQUIRY MADE BY: Laura Bassett
Candidate Manager Agency Committee (circle one)

ADDRESS: Waterfront Strategies
1010 Wisconsin Ave.
WASHINGTON, DC 20007

PHONE: 202-338-8700 FAX: 202-338-2334

EMAIL: _____

Information Requested: Rates & Avail

Final Disposition: Order placed \$42,725⁰⁰

If Committee, list officers and position: _____

TAKEN BY: Cheryl Blair DATE: _____ TIME: _____
T. Rep Wash